

METHOD AND APPARATUS FOR DETERMINING BEHAVIORAL
PROFILE OF A COMPUTER USER

Abstract of the Invention

Computer network method and apparatus provides targeting of appropriate audience based on psychographic or behavioral profiles of end users. The psychographic profile is formed by recording computer activity and viewing habits of the end user. Content of categories of interest and display format in each category are repeated by the psychographic profile, based on user viewing of aggregate information. Using the profile (with or without additional user demographics), advertisements are displayed to appropriately selected users. Based on regression analysis of recorded responses of a first set of users viewing the advertisements, the target user profile is refined. Viewing and regression analysis of recording responses of subsequent sets of users, continually auto-targets and customizes ads for the optimal end user audience.